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Company Press Release

Kyocera Names New President for U.S.-Based Solar Energy Unit

J. Michael Davis Steps Down as President of Kyocera Solar, Inc.; Company Veteran Douglas Allday to Lead Kyocera's Solar Business in the Americas and Australia

SAN DIEGO--(BUSINESS WIRE)--July 25, 2000-- Kyocera International, Inc. (KII) today announced that it has accepted, as of July 20, 2000, the resignation of J. Michael Davis, who had served as president of Kyocera Solar, Inc. (KSI) since Kyocera's acquisition of the former Golden Genesis Company (GGC) in 1999. Davis, former GGC president and current president of the U.S. Solar Energy Industries Association, had agreed to manage KSI through a transitional period. Under the terms of his amicable departure, Davis will continue to serve Kyocera in an advisory capacity.

"I am fully confident of Kyocera's long-term commitment to delivering top-quality solar electric goods and services," Davis stated. "I want to thank all KSI customers for their support, while kindly requesting their continued business as Kyocera grows."

"This marks a significant transition," stated KII President Rodney N. Lanthorne. "Kyocera thanks Mr. Davis for his leadership during the first year of KSI's operation, and extends our best wishes for his future success."

Succeeding Davis as KSI president, effective July 20, 2000, is Mr. Douglas Allday, who will report directly to Lanthorne.

"Doug Allday has a long and successful history with Kyocera, having held a series of sales, sales management and administrative positions at Kyocera America, Inc. of San Diego," Lanthorne stated. "Additionally, he has served as general manager of Kyocera's maquiladora

operations at Kyocera Mexicana, S.A. de C.V. of Tijuana, Mexico. He will deliver strong leadership toward our goal of providing society with practical, clean and affordable solar energy solutions."

Allday indicated that he is pleased to return to the Phoenix area, where he began his career with Kyocera in 1978.

"I am extremely excited to assume the leadership of KSI, and to join the vibrant solar power industry at a time when renewable energy is most needed throughout the world," Allday stated. "KSI has excellent opportunities to grow this business. My 22 years of experience with Kyocera's culture and business model will help me integrate KSI into the Kyocera family as we capitalize on synergies for growth and development."

Allday's goals will include enhancing the company's financial performance, ensuring total customer satisfaction, and providing professional growth opportunities to enable all KSI employees to reach their full potential.

Kyocera Solar, Inc., based in Scottsdale, AZ, employs approximately 150 people in 12 facilities internationally, including 10 sales and distribution centers and two assembly operations. These various facilities are located in the U.S., Canada, Brazil, Argentina and Australia. The company's integrated solar energy systems are used in telecommunications; the oil and gas industry; roadway and railway traffic management systems; village electrification; vacation home power generation; marine and RV applications; residential and agricultural water pumping; agricultural fence electrification; and utility grid support systems for homes and public facilities.

Kyocera International, Inc., founded in 1969 and based in San Diego, CA, is Kyocera's North American headquarters and holding company. It is a wholly-owned subsidiary of Kyoto, Japan-based Kyocera Corporation.

Kyocera Corporation, the parent and global headquarters of the Kyocera Group, was founded in 1959 as a producer of advanced ceramics. By combining these engineered materials with metals and plastics, and integrating them with other technologies, Kyocera has become a leading supplier of solar energy systems, telecommunications equipment, semiconductor packages, electronic components, cameras, laser printers and copiers. During the year ended March 31, 2000, the company's net sales totaled 812 billion yen (\$7.9 billion) with net income of 50 billion yen (\$489 million). Kyocera has been recognized by IndustryWeek magazine as one of "The World's 100 Best-Managed Companies."

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